Home Furnishings Calendar 1950

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors on national trade and consumer publications. This list covers decorating, appliances, food, building, gardens - every phase of the home furnishings field. To yearly subscribers this list is free. Non-subscribers pay $25 for it. Additional copies are $5 each to yearly subscribers. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 8 12:15 P.M.	PRESS LUNCHEON	DEVOE & RAYNOLDS	RITZ-CARLTON

Formal introduction of the Devoe Home Decorating Institute as a public information service on questions of paints and finishes will take place in the Carlton Suite on the 4th floor. There will be a discussion of new and coming paint products by Dr. J.S. Long, chemical director of Devoe & Raynolds, and a forum discussion on painting problems of the householder. Contact: Leo Daron, J. Walter Thompson, 420 Lexington Ave., MU. 3-2000.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 8- June 17	ARTISTS' CARNIVAL	ABRAHAM & STRAUSS, INC.	BROOKLYN, N.Y.

"Painting for Pleasure", a show of work by part time painters from all walks of life, under the sponsorship of The Brooklyn Museum Art School will take place. Demonstrations in life painting, etching and sculpture will be held. There will be free classes, sketches, prints and free scholarships to the Brooklyn Museum Art School. Outstanding artist-instructors will handle the program. Publ.: Frances Bemis, TR. 5-7200.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 8- Sept. 1	YOUNG AMERICANS EXHIBIT	AMERICA HOUSE	32 EAST 52ND STREET

The first competitive exhibition ever held by the American Craftsmen's Educational Council will open. No one over thirty years old was allowed to compete. National in scope, it is hoped that this will become an annual affair. Textiles, both woven and printed; woodwork; ceramics, metals are represented. Hours: 10 A.M. to 5:30 P.M. Monday - Friday. Contact: Mrs. Vanderbilt Webb and Mrs. Audrey Dahlerup, PL. 3-9094.

WEEK BEGINNING MONDAY, JUNE 12, 1950

June 12- June 16 — CONVENTION, NATL. ASSN. OF ELECTRICAL DISTRIBUTORS, CONVENTION HALL, ATLANTIC CITY, N.J. CONTACT: C. G. PYLE, MNG. DIR., 500 5TH AVE., N.Y.C.

June 12- June 17 — LYNN EXPOSITION OF PROGRESS HOME SHOW, LYNN, MASSACHUSETTS. CONTACT: WILLIAM S. ORKIN, ORKIN EXPOSITIONS MANAGEMENT CO., BR. 9-0993.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 12 Cocktails	COCKTAIL PARTY TO HONOR GUESTS	HOME FASHIONS LEAGUE	RITZ CARLTON PHILADELPHIA
	The Philadelphia Home Fashions League will give a cocktail party in honor of the following persons and organizations which have done work to further interest in the home fashions field in Philadelphia: Helen Koues for her brochures which enable people of limited means to get good decorating advice; the Philadelphia Inquirer for permitting Miss Marcia Strousse to do an excellent job of covering home furnishings in this paper; the Philadelphia Art Alliance for its numerous exhibitions of home furnishings. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Pa.		
Wednesday June 14 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW LINE	TIFFIN GLASS CO. TIFFIN, OHIO	HOTEL PIERRE NEW YORK CITY
	A party for the press, by invitation only, will be held on this date by the Tiffin Glass Co. to introduce their new Wistaria Glass table ware. Publicity: Florence Brobeck, GR. 3-4119.		
Wednesday June 14- June 15	CHICKEN FESTIVAL	DEL-MAR-VA. CHKN. FESTIVAL	DOVER, DELAWARE
	At the third annual Del-Mar-Va Chicken Festival, amateur cooks from all over the country will have an opportunity to display their skill in preparing chicken in novel ways. Cash, gas and electric stoves and other merchandise will go to the winners. Publicity: Marion B. Allen, 521 5th Ave., New York 17, N. Y., MU. 2-2363.		
June 14-16	CERAMICS CONFERENCE, LUCERNE, SWITZERLAND.		
Thursday June 15 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW BREAKFAST	F. SCHUMACHER & CO.	535 MADISON AVENUE
	Schumacher's 1951-52 machine print wallpaper collection will be presented to the press at the breakfast preview on this date. There are 24 new patterns and 207 different styles in the collection, with a marked trend to small patterns. Publ.: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.		
Thursday June 15 12:30 P.M.	TABLE SETTING DISPLAY	CAROLE STUPELL	MAMARONECK, N. Y.
	Carole Stupell, authority on table decor, will arrange and show a number of table settings for the women numbers of the Orienta Beach Club at a luncheon party. Following the luncheon, Miss Stupell will address the members on the techniques and details of table decoration. Publicity: Caron-Ruff Associates, MU. 2-2055.		
Thursday June 15 4:00 P.M.- 7:00 P.M. Cocktails	NEW SHOWROOM	M. FIREMAN & CO.	2 PARK AVENUE
	A new showroom to display H. Sacks & Sons' traditional furniture and silver, Group Leather Corp.'s upholstered chairs and sofas, Plymouth lamps and accessories by Interiors Co., will open on this date. Contact: Meyer Fireman, 2 Park Avenue, OR. 9-2788.		
Thursday June 15 Going on	MODEL HOUSE TO HAVE LEES CARPET	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	STEEL PIER ATLANTIC CITY, N.J.
	The "Home of the Century" model house on the Steel Pier will be entirely carpeted by Lees this year. "Glo-Tex" rugs are used in the living room and dining room; "Pebbleweave" for stairs and hallway, and "Colonial Chintz" in the bedroom. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Pennsylvania.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 15 Going on	NEW CHAPTER FORMED Officers will be elected on this date to head the newly-formed Washington Chapter of the Home Fashions League. This brings the number of branches of the League to three: Chicago, Philadelphia and Washington. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	WASHINGTON, D. C.
Thursday June 15 Just out	BOOK ON DECORATION A new edition of "Early American Decoration" by Esther Stevens Braser will be out on this date. Contact: Edith E. Haley, Pond-Ekberg Company, State and Andrew Streets, Springfield 9, Mass.	TUDOR PUBLISHING CO.	221 FOURTH AVENUE
June 15-June 25	CONSTRUCTION EXPOSITION & HOME SHOW OF CALIFORNIA, LOS ANGELES, CALIF. CONTACT: D. D. DURR, 315 W. 9TH STREET, LOS ANGELES 36, CALIFORNIA.		
June 18	FATHER'S DAY, SPONSOR: NATIONAL FATHER'S DAY COMM., 50 E. 42ND ST., N.Y.C.		
June 18-June 23	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: NATIONAL EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 18-29	LAMP SHOW, PALMER HOUSE, EIGHTH FLOOR, CHICAGO, ILLINOIS.		

WEEK BEGINNING MONDAY, JUNE 19, 1950

Monday June 19-June 22	MID SUMMER CONVENTION The greatest sales convention ever to be held by a major appliance manufacturer will take place on these dates. New lines of Philco merchandise will be presented to dealers, 5000 of whom are expected to attend and to meet with 1500 Philco distributor executive personnel. Contact: Raymond B. George, Sales Prom. Mgr., Philco Corp., Philadelphia, Pa.	PHILCO CORP.	ATLANTIC CITY
June 19-June 29	CHICAGO SUMMER MARKET, AMERICAN FURNITURE MART, PUBL.: L. H. WHITING. 666 LAKE SHORE DRIVE; MERCHANDISE MART, PUBL.: WALLACE O. OLLMAN.		
June 19-June 29	GRAND RAPIDS SUMMER MARKET, WATERS AND EXPOSITION BLDGS., GRAND RAPIDS CONTACT: C. F. CAMPBELL, 427 FULTON ST., GRAND RAPIDS, MICHIGAN.		
Monday June 19-June 29	SUMMER CARPET MARKET The dates for the Summer Carpet Market will coincide with those for the furniture market. Publicity: Melva Chesrown, EL. 5-7651.	CARPET MANUFACTURERS	CHICAGO, ILLINOIS
Monday June 19-June 29	GOOD DESIGN EXHIBIT Any manufacturer who has added good designs to his line since last January should send information to the Selection Committee, not later than June 9. The Committee meets in Chicago on June 10, and the exhibition will open for the Market and remain open until November. Contact: Edgar Kaufmann, Museum of Modern Art, 11 W. 53rd St., New York 19.	MUSEUM OF MODERN ART	MDSE. MART, CHICAGO
Monday June 19-June 29	NEW PATTERNS TO BE SHOWN This manufacturer will introduce a new pattern in the "Mirador" quality Wilton and also in the "Loomtex" quality as well as a new color in "Predictor" and two new colors in "Random-Tex". Publicity: Virginia Burdick, OR. 4-6462.	ARCHIBALD HOLMES & SON	RM. 1822, MDSE. MART CHICAGO, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 19-June 29	NEW FURNITURE TO BE INTRODUCED	B.G. MESSBERG	CONGRESS HOTEL CHICAGO, ILLINOIS

Additions to the Planner Group designed by Paul McCobb for Winchendon Furniture and additions to the Directional Modern line, also designed by McCobb, will be shown in the Parliament Room of this hotel. Publicity: Virginia Burdick, OR. 4-6462.

Monday June 19-June 29	NEW CARPET ITEMS TO BE PRESENTED	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	MDSE. MART CHICAGO, ILLINOIS

Two new carpets made of 100% Estron will be shown in Chicago and then in New York. One, "Challenger", is an Axminster weave; the other, "Predecessor", is of Wilton loop-pile construction. This is the first time these Estron yarns have been used for floor coverings. A new wool fabric being introduced is called "Inspiration". This is a highly-embossed brocade pattern of full pile Wilton construction and will be loomed in four colors and available in widths up to 15 feet. Additional colors are being added to other running lines. Another innovation is a plain-colored 27" carpet in "Sculptex", offered in five colors to match the running "Sculptex" line. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Pennsylvania.

Monday June 19-June 29	"CONSUMER PREFERENCE" LINE TO BE INTRODUCED	ALEXANDER SMITH & SONS CARPET CO.	18TH FL., MDSE. MART CHICAGO, ILLINOIS

During the market, this concern will introduce a line styled to meet consumer preferences in all parts of the country, based on an extensive survey of modern and up-to-date houses and trend tastes as to color, design and practicability. Publicity: Emily Purcell, MU. 9-1300.

Monday June 19-June 29	ADI MEMBERS' WORK ON VIEW	MERCHANDISE MART	CHICAGO, ILLINOIS

Work by members of the American Designers Institute, sponsored by the national organization, will be on view during the summer furniture market. All displays will be "Work of the Future"; in other words, designs not yet on the market. Each member may submit as many as four exhibits. Contact: Robert I. Goldberg, LE. 2-6575 or Ann Franke, RE. 4-4905.

Monday June 19-July 1	PREVIEW 1951 COLORS	HOUSE & GARDEN 420 LEXINGTON AVE.	11TH FLOOR MDSE. MART, CHICAGO

A Color Show to tell the success story of House & Garden's 1950 colors and to preview 1951 colors will be held for two weeks, coinciding with the Chicago Market. The Wholesale Resource List of merchandise in House & Garden 1950 colors from 234 manufacturers will be translated into a three-dimensional display and will include paints, fabrics, wall coverings, floor coverings, bedroom and bath furniture, table settings, linens, major household appliances, lamps, accessories and stationery. Retailers and manufacturers who wish to tie in with House & Garden color promotions are invited to attend. Contact: Fay Hines, House & Garden, LE. 2-7500.

Monday June 19 Going on	NEW SHOWROOM TO OPEN	INTERIORS FOR LIVING	MDSE. MART, CHICAGO

A new showroom, owned and maintained by a group of participating manufacturers of various home furnishings products, will open in Room 1147 of the Merchandise Mart on this date. Contact: Everett Brown, Everett Brown Associates, 1448 Astor Street, Chicago 10, Illinois.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 20 12:30 P.M. Luncheon	MARKET LUNCHEON	THE FASHION GROUP	MDSE. MART, CHICAGO
	The luncheon will be held in the Merchants and Manufacturers Club. Subject "Home Furnishings for Sale." Speakers: Charles S. Shaughnessy, R. H. Macy; Maurice Nee, P. J. Nee, Theodore Gottlieb, Porter Furniture Co.; Everett Brown, Everett Brown Assoc. Tickets are $3.50 each. Contact: The Fashion Group, Inc., 109 North Dearborn St., Chicago 2, Illinois.		
Tuesday June 20 6:45 P.M.	HOME FURNISHINGS CLINIC	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE CHICAGO, ILLINOIS
	This clinic will be held in the Red Lacquer Room. B.B. Zients, vice president of the City Stores Mercantile Company, will address the clinic on "How To Make Appliance Departments Profitable." Leonard W. Stratton, vice president, Wieboldt's, Inc. will speak on "Standards of Quality in Home Furnishings." Three other speakers, not yet decided upon, will discuss television, operating costs and pre-packaging. Contact: David S. Woog, CH. 4-8780. Publicity: Robert J. Mayer, CH. 4-8780.		
Wednesday June 21 12:30 P.M.- 3:00 P.M.	MARKET LUNCHEON	HOME FASHIONS LEAGUE	MDSE. MART, CHICAGO
	At the League's Market Luncheon, Frederic H. Rahr of Rahr Color Clinic will be the guest speaker. Mr. Rahr's topic is "Colors by Command Decision." Contact: Mrs. Gertrude Shrock, Publ. Office, Mdse. Mart, Chicago 54.		
Wednesday June 21 Dinner	HOME FASHION TIME DINNER	HOME FURN. IND. COMMITTEE 666 LAKE SHORE DRIVE	PALMER HOUSE CHICAGO, ILLINOIS
	At a gala Home Fashion Time dinner speakers will include Christine Holbrock of Better Homes & Gardens, Margaret Riley of Waverly Fabrics, president of the N.Y. Home Fashions League, Gertrude Dixson of American Home, Lucretia Andujar of House & Garden and Elizabeth Gordon of House Beautiful. Contact: John F. Dempsey, 666 Lake Shore Drive, Chicago, Illinois.		
Thursday June 22 12:30 P.M.	"GOOD DESIGN" LUNCHEON	MERCHANDISE MART	CHICAGO, ILLINOIS
	A luncheon to open the June 1950 exhibition of "Good Design" will be held on this date. Contact: W. O. Ollman, Merchandise Mart, Chicago 54, Ill.		
Sunday June 25- June 29	JUNE MARKET WEEK	NATL. ASSN. DISPLAY IND.	HOTEL NEW YORKER
	During these five days a complete and concentrated presentation of the newest Fall and Christmas display materials will be held. Contact: National Assn. of Display Industries, 11 E. Walton Pl., Chicago 11, Ill.		

ADVANCE DATES AND NOTICES

Wednesday June 28 9:00 A.M.- 11:00 A.M. Breakfast	FALL LINE TO BE SHOWN	WAVERLY FABRICS DIVISION	60 WEST 40TH STREET
	Fifty new patterns, largest collection of budget-priced decorative fabrics ever assembled by Waverly, will be presented to the trade, magazine and newspaper press at the breakfast preview. Feature will be a room setting showing Waverly's "Lady Godey" print prepared by Margaret Riley. Publicity: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.		
Saturday July 1	SUMMER ISSUE OUT	MODERN LAMPS	114 EAST 32ND STREET
	The Summer issue of Modern Lamps, the merchandising quarterly, will be distributed to retailers at the New York Lamp Show, July 9-14, Hotel New Yorker, and the California Lamp Show, July 16-19, Biltmore Hotel, Los Angeles. Editorial closing date, June 15th. This issue will feature a round-up report from the contemporary shops and symposium on modern ceramics and leading ceramists. Contact: Barbara Baer, Editor, MU. 5-3744.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 1-7	NATIONAL ICED TEA WEEK. SPONSOR: TEA BUREAU, 500 FIFTH AVE., NEW YORK 18.		
July 4	INDEPENDENCE DAY (Tuesday); LEGAL HOLIDAY EXCEPT IN NEVADA.		
July 7- July 12	NORTHWEST FURNITURE MFRS. ASS'N. TRADE SHOW, OLYMPIC HOTEL, SEATTLE, WN. CONTACT: A.M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
Sunday July 9- July 14	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
	Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 19, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. Contact: George F. Little Management, MU. 9-7147. Publicity: Catherine Blondin Assoc., MU. 9-7360.		
Monday July 10- July 14	ARMORY FURNITURE SHOW	ORKIN EXPOSITIONS MGMT.	71ST REG. ARMORY
	Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit. Contact: William S. Orkin, Orkin Expositions Management Co., 8 W. 40, BR. 9-0993.		
Monday July 10- July 14	NATIONAL HOUSEWARES SHOW	NATL. HSWRS. MFRS. ASSN.	ATLANTIC CITY, N.J.
	These dates have been set for the National Housewares and Home Appliance Show this summer. Contact: A. W. Buddenberg, 1140 Mdse.Mart, Chicago 54.		
Monday July 10- July 14	NEW ITEMS TO BE SHOWN	EKCO PRODUCTS COMPANY	ATLANTIC CITY, N.J.
	Approximately 50 new items will be shown by this concern at the National Housewares Show as well as a representative cross-section of its complete lines. A featured item will be the Ekconomic low-pressure cooker and sterilizer which recently won the National Home Safety Award. Publicity: Carl Byoir & Associates, Inc. 33 LaSalle Street, Chicago 2, Illinois.		
Monday July 10- July 15	TRAVELING HOUSE CONSTRUCTION EXHIBIT	CENTRAL MORTGAGE & HOUSING CORPORATION	CALGARY EXHIBITION CALGARY, CANADA
	A traveling exhibit which displays good house construction will be shown. Sponsored by the Central Mortgage and Housing Corp. of Ottawa, Ontario, the exhibit was engineered by the T. Eaton Co., Ltd., of Toronto. After leaving Calgary it will appear at the following places: Edmonton, July 17-22; Saskatoon, July 24-29; Regina, July 31-Aug. 5; Toronto, Aug. 25-Sept. 9; London, Sept. 11-16; Toronto, Nov. 14-22. Contact: Mr. B. E. Mercer, T. Eaton Co., Ltd., College St., Toronto 1, Canada.		
July 10- July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10- July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10- July 22	SOUTHERN FURNITURE MARKET	EXPOSITION BUILDING	HIGH POINT, N.C.
	This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N.C.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 16-July 19	CALIFORNIA LAMP SHOW, MDSE. MART, BRACK SHOPS, BILTMORE & ALEXANDRIA HOTELS, LOS ANGELES. CONTACT: WOODY KLINGBORG, 1151 S. BWAY, LOS ANGELES.		
Sunday July 16-July 21	CHINA, GLASS, POTTERY SHOW The second annual China, Glass & Pottery Show will open at 1 P.M. on July 16 and close at 1 P.M. July 21. Hours on other days, 9 A.M. to 6 P.M For the convenience of buyers, domestic dinnerware will be on the 8th floor; domestic glassware on the 7th floor; art china and pottery on the 6th floor and import lines on the 5th floor. Contact: George F. Little Management, MU. 9-7147.	GEO. F. LITTLE MNGMT.	HOTEL NEW YORKER
July 16-July 21	ALLIED LINENS AND DOMESTICS SHOW, HOTEL BILTMORE, NEW YORK CITY. CONTACT: HAROLD SADEV, FRANK & SADEV, PE. 6-9451.		
July 16-July 21	CALIFORNIA CURTAIN & DRAPERY MARKET WEEK, SHOWROOMS, LOS ANGELES, CALIF. CONTACT: JOSEPH LOCKWOOD, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
July 17-July 21	SUMMER FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: J. J. COWEN, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
July 23-July 27	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, MU. 9-7147.		
July 23-July 27	GREATER CAPITAL GIFT SHOW, HOTEL HARRINGTON, WASHINGTON, D. C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
July 23-July 28	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: NATIONAL EXHIBITORS, LANSDALE, PENNSYLVANIA.		

LAST MINUTE NOTICE

Thursday June 15 12:15 P.M.	PRESS PREVIEW A new line of dinnerware, designed by Mr. Teague for Taylor, Smith & Taylor, will be shown to the press by invitation only at luncheon. The line consists of ten patterns in the new "conversation shape." Publicity: Ben Hall, PL. 3-6272.	WALTER DORWIN TEAGUE	444 MADISON AVENUE

MUSEUM, GALLERY AND GARDEN NEWS

Tuesday June 13-June 14	FLOWER SHOW A peony and rose show will be held on these two days in the Colonnades Ballroom. Free to members, 50; admission to general public. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Wednesday June 14 2:00 P.M.	SPRING ROSE DAY The program on this day in the Cranford Rose Garden will be in honor of the 50th anniversary of the Horticultural Society of New York. Dr. George Avery will introduce Richard B. Farnham, new executive secretary of the Society. All roses that will thrive in this climate are represented in the Cranford Rose Garden, some 650 varieties. Publicity: Matthew A. Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Thursday June 15	ROSE-GROWERS DAY The annual Rose-Growers Day will be held on this date. Publicity: Carol H. Woodward, LU. 4-8500.	N.Y. BOTONICAL GARDEN	BRONX PARK, N. Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

TELEVISION NEWS

Friday June 9 4:00 P.M.	TELEVISION SHOW TED STEELE SHOW	WPIX CHANNEL 11	WPIX 220 EAST 42ND ST.

Mr. Irving J. Jacobs, assistant to the President of Modern Venetian Blinds, Inc., will speak on the history of venetian blinds, and how to clean and care for them. Contact: Mr. Estabrook, WPIX, MU. 2-1234, Ext. 766; Publicity: Hilda Kassell, PL. 9-2917.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having a List of Editors please make the changes indicated below to bring their lists up to date.

Redbook Magazine, 444 Madison Avenue, New York 22, N.Y.

Gloria Ehrenthal, formerly with Today's Woman, is now shopping editor for Redbook under her married name, Gloria Golden. She edits "Tops in the Shops" and is interested in getting gift items that are strictly mail order, suitable for men, women and children.

Today's Woman, 67 West 44th Street, New York 18, N.Y.

Gloria Ehrenthal has left Today's Woman for Redbook. Ruth Gaffney, equipment editor of Today's Woman is eager to get information and material on all new products in her field.

King Features, 235 East 45th Street, New York 17, N.Y.

Lillian Vergara is now the home editor of the newly introduced Saturday Home Magazine section.

EDITORIAL REQUIREMENTS

For: The Miami Herald, 200 So. Miami Avenue, Miami 30, Florida.

This paper is always glad to receive material for the women's pages, but would like it clearly specified as to whether the articles and pictures are exclusive, or have them dated for release so that they may be used the morning before the afternoon papers get them. Exclusives are preferred. Local outlets for items should also be supplied. Any material suitable for working up into articles on interior decorating is especially welcome. Address Kay Murphy.

For Norman Shigon, 5363 Berks Street, Philadelphia 31, Pa.

Mr. Shigon is a trade journal writer who represents business magazines in a variety of fields. He handles several publications in the home furnishings field and has placed stories from publicity agencies in these and general circulation publications. He has also entered public relations and is on the lookout for new clients.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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